

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BCT1024 – CRITICAL THINKING AND APPLICATION IN MANAGEMENT

17 OCT 2016
9.00 – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of **TWO** parts and **10** pages (*excluding* this cover page).
2. Please answer ALL questions.
 - **Part A:** Multiple Choice Questions (20 marks)
 - **Part B:** Analytical Questions
 - a. **Q1:** Argument Composition (20 marks)
 - b. **Q2:** Problem Solving (20 marks)
 - c. **Q3:** Fallacy Identification (10 marks)
 - d. **Q4:** Gimmicks in Advertisements (10 marks)
3. For Part A, shade your answers in the OMR sheet provided.
4. For Part B, write your answers in the answer booklet provided.

PART A: Multiple Choice Questions (40marks)

Questions 1 and 2 are based on the following passage.

A young woman told her mother that how life is so difficult for her. Her mother took her to the kitchen. She filled three pots with water and in each pot was placed a carrot, ground coffee beans and an egg. Later, she boiled the water and contents of the pots. About twenty minutes later, the mother turned off the burners. The mother then asked the young woman to take the egg and break it. After pulling off the shell, she observed the hardened egg. Finally, she asked the daughter to sip the coffee. The daughter smiled as she tasted its deep coffee flavour and inhaled its aroma. The carrot went in strong, hard and unrelenting. However, after being subjected to the boiling water, it became weak. The egg had been fragile. Its thin, outer shell had protected its liquid interior. But, after sitting through the boiling water, its inside became hardened. The ground coffee beans were unique, however. After they were in the boiling water, they had changed the water.

(Para. 1)

The mother asked her daughter, "Think of this. Which am I? Am I the carrot that seems strong? But with pain and adversity, do I wilt and lose my strength? Am I the egg that starts with a fluid spirit but, after death, a breakup, a financial hardship or some other trial, I become hardened and stiff? Does my shell look the same, but on the inside am I bitter and tough with a stiff spirit and a hardened heart? Or am I like the coffee bean? The bean actually changes the hot water - the very circumstance that brings the adversity, the pain, the hardship - into something quite wonderful. When the water gets hot, it releases its fragrance and flavor. If you are like the coffee bean, when things are at their worst, you get better, and change the situation around you for the better".

(Para. 2)

(Source excerpted from: <http://www.heavensinspirations.com/carrots-eggs-coffee.html>)

1. Overall, the above passage is best described as a/an:
 - a. analogy
 - b. spurious correlation
 - c. false dilemma
 - d. syllogism
2. What type of question is used in Paragraph 2?
 - a. Leading question
 - b. Begging the question
 - c. Interrogative question
 - d. Rhetorical question

Continued...

3. The tendency to follow the crowd without having independent opinions is known as _____.
- socio-centrism
 - group-centrism
 - peer-centrism
 - conformism
4. A person wearing the _____ looks for all the potential benefits that can flow and positive aspects of why something will work.
- white hat
 - red hat
 - yellow hat
 - green hat
5. Through _____, a person can generate ideas by looking at the issue from a different angle.
- reword the problem
 - think in reverse
 - shift perspective
 - connected perspective
6. _____ is when the arguer creates a definition in an effort to persuade the listener to agree with his / her point of view by using an emotional appeal or slanted terms.
- Lexical definition
 - Précising definition
 - Stipulate definition
 - Tendentious definition
7. Which of the following is a primary source to obtain evidence?
- Academic journal
 - Newspaper
 - Website
 - Interview
8. Vagueness is referring to _____.
- validity of a statement
 - supporting statement
 - argument of a statement
 - unclear statement

Continued...

9. The following is referring to triangulation except _____.
- checking and comparing different sets of evidence against each other
 - to see whether they support and complement each other
 - to check whether they contradict each other
 - to generate solution through self-perception
10. _____ refers to evidence that is stable over time.
- Research
 - Validity
 - Reliability
 - Authenticity
11. The following questions are asking for _____.
- Is that true?
 - How could we check that?
 - How could we find out if that is true?
- clarity
 - accuracy
 - precision
 - logic
12. Over-generality is referring to _____.
- a statement that is sufficiently specific
 - a statement that is not sufficiently specific
 - a statement that is supported by an evidence
 - a statement that is not supported by any evidence
13. Objectivity in critical thinking standard is _____.
- a claim that could be true independently
 - a claim that require an additional explanation
 - a claim that is supported with evidence
 - a claim that has a unique value

Continued...

14. Since 1950, almost every top publishing house in the United States has been issuing books that its editors know to be occult garbage. Why? The answer is obvious. Like worthless diet books, they make lots of money.
(Martin Gardner, *The New Age: Notes of a Fringe Watcher*, 1988)
- Argument; conclusion: Since 1950, almost every top publishing house in the United States has been issuing books that its editors know to be occult garbage.
 - Non-argument; explanation
 - Non-argument; report
 - Argument; conclusion: Like worthless diet books, they make lots of money.
15. If the conclusion of an argument follows with strict logical necessity from its premises, then the argument should be regarded as
- inductive
 - deductive
 - both a and b
 - neither a nor b
16. Although it is high time to deal with agriculture's contribution to water pollution, the damage is very uneven in scope and severity; it tends to occur where farming is extensive and fresh water resources are vulnerable. Thus, blanket regulations would be unwise.
(David E. Ervin, "Shaping a Smarter Environmental Policy for Farming," 1998)
- Argument; conclusion: Blanket regulations would be unwise.
 - Argument; conclusion: It tends to occur where farming is extensive and fresh water resources are vulnerable.
 - Non-argument; illustration
 - Non-argument; explanation
17. The following arguments are inductive:
- No cars are trucks. Proton Iswara is a car. So, Proton Iswara is not a truck.
 - Cigarette smoking causes lung cancer. Therefore, if you have been a heavy smoker for many years, you will probably die of lung cancer.
 - In poker it's OK to lie and deceive. Business is like poker. Therefore, in business it's OK to lie and deceive.
- I and II
 - I and III
 - II and III
 - I, II and III

Continued...

18. Half of the employees of Palgrave Publications are given monthly bonuses of \$500. Robert is an associate editor of Palgrave Publications. I bet Robert will be given a monthly bonus of \$500.
The above argument is _____ because the conclusion follows _____ from the premises.
- a. valid.....probably
 - b. valid.....necessarily
 - c. invalidprobably
 - d. invalid.....necessarily
19. Very few male lecturers in this university wear a suit and a tie. Therefore, the male lecturer who is going to teach me in the next class is unlikely to be wearing a suit and a tie. This argument is:
- a. deductive, valid
 - b. deductive, invalid
 - c. inductive, strong
 - d. inductive, weak
20. If London is a city in Australia, then London is south of the equator.
London is a city in Australia. So, London is south of the equator.
This argument is:
- a. deductive, valid
 - b. deductive, invalid
 - c. inductive, strong
 - d. inductive, weak

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PART B: ANALYTICAL QUESTIONS**Q1: ARGUMENT COMPOSITION (20 marks)****Malaysian taxi drivers' protest against Uber and GrabCar paralyses central KL traffic**

Traffic in central Kuala Lumpur came to a halt on Tuesday morning as taxi drivers staged a protest against taxi apps Uber and GrabCar along the city's main shopping belt, Malaysian media reported.

The demonstration followed a similar one in Jakarta last week when thousands of angry Indonesian cabbies and three-wheeled bajaj drivers flooded the city's streets to demand that the government ban Uber and Grab.

The Malaysian cabbies parked their red and white taxis along Jalan Bukit Bintang as a mark of protest against the perceived lack of action taken against the services, which they say have affected their livelihood, the New Straits Times reported.

The sea of taxis brought traffic to a complete standstill along some of the busiest roads in the Klang Valley where a tourist-friendly stretch of shopping malls are.

"We were there to protest against Uber and GrabCar," Malaysian Taxi Driver Transformation Association deputy president Kamarudin Mohd Hussain told The Star newspaper on the phone.

(Source: The Straits Times, 29 March 2016)

Question:

As a consumer, what is your stand on the above issue? Write a letter to the editor on your concern and what actions the government should take to solve the conflicts between Uber (& GrabCar) and Taxi.

Present your opinion in an argumentative essay.

You should state:

- | | |
|---|-----------|
| 1. (C)=ONE Conclusion | (2 marks) |
| 2. (P1)=Premise 1 | (4 marks) |
| 3. (SA)=ONE Supporting Argument (to support P1) | (5 marks) |
| 4. (P2)=Premise 2 | (4 marks) |
| 5. (ANEC)=ONE Anecdote (to support P2) | (5 marks) |

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Q2: PROBLEM SOLVING (20 marks)

Instruction: Read the following news article, **ASSUME that YOU ARE A MANAGER of a buffet restaurant**, and your restaurant threw away so much food during Ramadan. Please solve the problem to avoid this waste to happen in the future.

Ramadan: 9,000 Tonnes Of Unfinished Food Being Thrown Away Daily

Published on Monday, 06 June 2016 07:37 Written by Arief Irsyad

It is the first day of Ramadan today, and we bet you have come across many 'buka puasa' advertisements, promotions in restaurants, fast food joints, and not to mention, tempted by giant billboards offering buffet specials in hotels. It goes without saying, you are also planning to drop by one of the must-go-to food bazaars in your area later this evening so you could have a feast.

While this is a common scenario every year, where Malaysians splurge money on food, even more so in this time of month, strangely enough this happens in a time when many are still complaining about rising prices, the burden of Goods and Services Tax (GST) and high cost of living. This lavishness of food unvaryingly goes hand in hand with wastage.

A research last year by the Solid Waste And Public Cleansing Corporation (SWCorp) revealed Malaysians waste 15,000 tonnes of food daily, with 3,000 tonnes still fit to consume being thrown away, and sadly, the amount is enough to feed two million hungry people.

It is also surprising that each Ramadan, an average of 9,000 tonnes of food was discarded daily, equivalent to about 270,000 tonnes of food in the month, according to SWCorp.

Its Chief Executive Officer Datuk Abdul Rahim Md Noor stated, "These foods can feed more than 180 million people, six times more than our population right now which is almost 30 million," adding that the company has initiated the Mindset Transformation Programme with hotels and eateries to donate excessive leftovers to welfare institutions.

Islam Reminds Muslims Not To Waste Food

Ramadan is indeed a holy month for the Muslims – a time for accumulating merits by doing good deeds and restraining bad habits, practising self-control as well as observe moderation in everything, including not eating excessively.

Muslims must strive to be conscientious when it comes to the way they treat food and basically cannot afford to waste it. They are also urged to share food with the poor – not only from leftovers, but on the same day it is harvested.

In Islam, every act is considered an act of worship if done in accordance to the ways prescribed by God, and eating is one of them.

In the Quran (Surah Al-An'am, Chapter 6: Verse 141), God reminds Muslims: "Eat – But waste not by excess: for God does not love the wasters."

He also likened those who are wasteful to the devil as stated in Surah Al-Isra, Chapter 17: Verse 27: "Indeed, the wasteful are brothers of the devils, and ever has Satan been to his Lord ungrateful."

According to the hadith narrated by Anas (RAA), "The Prophet (PBUH) ordered us not to leave anything in the plate and he said: 'You do not know in which portion of your food Allah has put the Barakah (Blessing)'."

In a blog posting, Ustaz Dr Mohd Shauqi Othman, Senior Lecturer in Universiti Putra Malaysia emphasised how Ramadan is meant to educate Muslims about being frugal in their spending. Instead, the complete opposite happens as people are more willing to spend on various delicacies when it comes to breaking their fast.

"It's indeed very surprising to see how some people grow very lethargic and lifeless while fasting, but when sunset approaches and it is time to break their fast and buy their meals, their lethargy somehow goes away.

"That's the time they buy more food than they can eat. It is as if they want to make up for not eating during breakfast, lunch and tea time, hence there will be a lot of food wastage.

"Some Muslims even treat breaking their fast like a 'food festival'. And fasting month turns into 'eating month'.

(Source: Malaysiandigest.com, 6 June 2016)

Questions:

1. Formulate a problem statement by identifying the expectation, reality and gap which exist in the issue above. (3 marks)
2. Using the Kepner-Tregoe Analysis, identify **FOUR** (4) relevant questions that can assist you in analysing the problem. For each question identified, explain the reason why the question is chosen. (8 marks)
3. Using the SCAMPER technique, demonstrate how you generate **THREE** solutions the problem. (9 marks)

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Q3: IDENTIFYING FALLACIES (10 marks)

Please **identify** the type of fallacy committed in the following passages.

(2 marks x 5 = 10 marks)

For example:

Ali: I can beat you.

Ho: What makes you think you can beat me?

Ali: Because I'm tougher than you are.

Ho: What makes you think you're tougher than I am?

Ali: Because I can beat you.

Example Answer:

This is an example of a/an: *petitio principii* – begging the question. (2 marks)

1. *Bruno:* I'm sure that you will want to buy my company's fire-detection system for your business.

Sam: I don't think so. One of your competitors offers the same level of protection for less money.

Bruno: Well, as they say, it's a free country. But before you make a final decision, keep this in mind: Every business that decided not to buy our system was very quickly plagued with fires and other acts of vandalism.

This is an example of a/an:

2. Dipsy O'Neill has recently argued that drinking a little red wine with dinner is good for one's health. But no one should accept O'Neill's argument. O'Neill, as you know, is the owner of O'Neill's Wines and Spirits. Naturally she'd love to see people buy more wine.

This is an example of a/an:

3. Sneaker City has accused our company of exploitative labor practices. But Sneaker City's labor practices are much more exploitative than ours are. I happen to know they regularly employ children as young as nine in their overseas factories. Clearly, these accusations are groundless.

This is an example of a/an:

Continued...

4. No one has proved that the lost continent of Atlantis doesn't exist. Therefore, the lost continent of Atlantis probably does exist.

This is an example of a/an:

5. Professor Stanton M. Buttersworth conducted extensive and long-term studies of the television-watching habits of school children. On the basis of these studies, Professor Buttersworth has concluded that children who watch more than two hours of television a day do not perform as well in school as those who watch less than two hours a day. But Professor Buttersworth must be wrong about that. Television is a source of news, entertainment, and information--and all for an extremely modest cost. Life would be much less interesting without television.

This is an example of a/an:

Q4: GIMMICKS IN ADVERTISEMENTS (10 marks)

There are several standard gimmicks advertisers use to short-circuit rational decision making and con the unwary (Basham, 2008). **Identify FIVE (5) advertisement ploys as described by Basham (2008), include examples different from the ones in your lecture notes.**

[Gimmick (1 mark) + Example (1 mark)] x 5 = 10 marks

For example,

Gimmick/Ploy: Celebrity endorsement – a form of marketing strategy which involves celebrities or a well-known person using their social status or their fame to help promote a product.

Example: Jackie Chan, a Kung Fu expert, appears in Kaspersky ads, try to pursue the customers to choose Kaspersky for their internet security.

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